

WHAT IS CLAIMED IS:

1. A display device for at least one modular merchandise unit having a substantially flat base comprising:

(a) a base;

(b) a housing supported by said base comprising parallel first and second side walls and a third side wall connected to said first and second side walls;

(c) a cover disposed on an upper portion of said first, second and third side walls;

(d) at least one wheel connected to said base; and

(e) at least one shelf supported in said housing for receiving the base of the merchandise unit.

2. The display device according to claim 1 wherein

(a) said base comprises parallel first and second base walls aligned with said first and second side walls, and parallel third and fourth base walls connected to said first

and second base walls, said third base wall being aligned with said third side wall;

(b) each of said first and second base walls having a guide opening and a guide member for alignment of said display device with first and second additional display devices; and

(c) said at least one wheel comprises two wheels disposed in wheel wells provided in said third base wall, said third base wall further comprising wheel guide openings adjacent to said wheel wells for alignment of said display device with a third additional display device.

3. The display device according to claim 1 wherein said third side wall further comprises an opening for use as a handle to pivot said device on said at least one wheel.

4. The display device according to claim 1 further comprising a plurality of slots disposed in said cover for receipt of advertising material.

5. The display device according to claim 1 wherein said at least one shelf comprises at least five shelves

connected to said first and second side walls and to said third side wall, each shelf being of sufficient depth to retain at least three modular merchandise units.

6. The display device according to claim 1 wherein said third side wall comprises a plurality of shelf openings, each shelf opening comprising a substantially horizontal portion for supporting an end portion of a shelf and curved portions disposed on each side of said horizontal portion to facilitate insertion and removal of said end portion into and from said shelf opening, said shelf openings being arranged in at least two parallel rows of shelf openings in said third side wall with each shelf being supported in at least two shelf openings.

7. The display device according to claim 1 wherein said at least one shelf comprises a substantially flat portion for receipt of at least three modular merchandise units.

8. The display device according to claim 7 wherein said substantially flat portion is adapted to hold at least two rows of at least three modular merchandise units.

9. The display device according to claim 1 wherein said at least one shelf comprises:

(a) at least two spaced-apart walls defining a channel between said walls; and

(b) at least one support disposed in said channel for receiving the base of the merchandise unit;

wherein said support has a rearward portion elevated at a first angle, a substantially horizontal forward portion, and an intermediate portion connected to said rearward and forward portions elevated at a second angle greater than said first angle so that the merchandise unit when placed on the rearward portion of said support will descend by gravity to the forward portion of said support for access to the unit in a selected presentation position.

10. The display device according to claim 9 wherein each of said at least one support is adapted to hold at least three modular merchandise units.